WHAT IS CLAIMED IS:

1.   A method of retrieving news content from a news aggregation server, comprising:

hosting first news content at a first news server;

receiving user input selecting news content of the first news content;

sending query data, associated with the selected news content, to the news aggregation

server;

receiving second news content from the news aggregation server resulting from a search

performed at the news aggregation server using the query data; and

hosting the second news content, in conjunction with the first news content, at the first

news server.

2.   The method of claim 1, wherein the query data comprises a Uniform Resource Locator

(URL) associated with the selected news content.

3.   The method of claim 2, wherein the news aggregation server retrieves at least a portion of

text of the selected news content using the URL and generates a search query for use in the

search based, at least in part, on the at least a portion of the text.

4.   The method of claim 3, wherein the at least a portion of the text of the selected news

content comprises key words of the selected news content.

5.   The method of claim 2, wherein the news aggregation server aggregates news content from a plurality of news sources and groups the news content.

6.   The method of claim 5, wherein the search involves comparing the URL with the grouped news content to determine a group from the grouped news content to which the URL belongs.

7.   The method of claim 1, wherein the query data comprises a textual portion of the selected news content.

8.   The method of claim 7, wherein the news aggregation server generates a search query for use in the search based on the textual portion of the selected news content.

9.   The method of claim 7, wherein the textual portion of the selected news content comprises key words of the selected news content.

10.   A method of creating custom news documents, comprising:

    periodically producing one or more custom search queries related to news of interest;

    sending the one or more search queries at periodic intervals across a network to a news search server that aggregates news from a plurality of news sources;

    receiving news content corresponding to the one or more search queries from the news search server;

    inserting the news content into the custom news documents; and

permitting access to clients, from across the network, to the custom news documents.

11.   The method of claim 10, wherein news content inserted into the custom news documents is updated at periodic intervals.

12.   The method of claim 10, wherein the news search server executes a search using the one or more search queries to retrieve the news content.

13.   The method of claim 10, wherein the custom news documents are stored at a custom news server that is remote from the news search server.

14.   A system for creating a custom news document, comprising:

a memory configured to store instructions and news content; and

a processing unit configured to execute the instructions in memory to:

periodically produce one or more custom search queries related to news of interest,

send the one or more search queries at periodic intervals across a network to a server that aggregates news from a plurality of news sources,

receive news content corresponding to the one or more search queries,

insert the news content into the custom news document, and

permit access to clients, from across the network, to the custom news document.

15.   A method of providing news content to an external server that hosts customized news content, comprising:

fetching news content from a plurality of news source servers;

aggregating the news content;

periodically receiving one or more search queries from the external server;

searching the aggregated news content based, at least in part, on the one or more search queries; and

periodically providing news content to the external server based on results of the searches.

16.   The method of claim 15, further comprising:

receiving compensation from an entity associated with the external server for providing the news content to the external server.

17.   A system for providing client access to customized news content, comprising:

a custom news source server configured to:

periodically send one or more customized search queries to a news search server; and

wherein the news search server is configured to:

store news content from a plurality of news source servers,

periodically receive the one or more search queries from the custom news source server,

search the stored news content based on the one or more search queries, and

periodically provide news content to the custom news source server based on

results of the searches;

wherein the custom news source server is further configured to permit access to clients,

from across a network, to the news content provided by the news search server.

18.   A system for retrieving news content from a news aggregation server, comprising:

means for hosting first news content at a first news server;

means for receiving user input selecting a subset of news content of the first news

content;

means for sending query data, associated with the subset of the first news content, to the

news aggregation server;

means for receiving second news content from the news aggregation server resulting

from a search performed at the news aggregation server using the query data; and

means for hosting the second news content, in conjunction with the first news content, at

the first news server.

19.   A method of retrieving news content from a news server, comprising:

permitting client access to first news content contained in one or more news documents

stored at a custom document server;

sending query data to the news server based, at least in part, on a portion of the first news

content that is accessed by the client;

receiving second news content from the news server based, at least in part, on the query

data;

incorporating the second news content into the one or more news documents; and

permitting client access to the second news content at the custom document server.

20.   The method of claim 19, wherein the news server executes a search, using the query data, to retrieve the second news content.

21.   The method of claim 20, wherein the query data comprises a Uniform Resource Locator (URL) associated with the portion of the first news content.

22.   The method of claim 21, wherein the news server retrieves at least a portion of text of the portion of the first news content using the URL and generates a search query for use in the search based, at least in part, on the at least a portion of the text.

23.   The method of claim 22, wherein the at least a portion of the text of the portion of the first news content comprises key words of the portion of the first news content.

24.   The method of claim 20, wherein the news server aggregates news content from a plurality of news sources and groups the news content.

25.   The method of claim 24, wherein the search algorithm compares the URL with the grouped news content to determine a group from the grouped news content to which the URL belongs.

26.   The method of claim 20, wherein the query data comprises a textual portion of the portion of the first news content.

27.   The method of claim 26, wherein the news aggregation server generates a search query for use in the search based, at least in part, on the textual portion of the portion of the first news content.

28.   The method of claim 27, wherein the textual portion of the portion of the first news content comprises key words of the portion of the first news content.

29.   A custom news server connected to a network, comprising:

a memory configured to store one or more news documents; and

a processing unit configured to:

permit client access, via the network, to first news content contained in the one or more news documents stored in the memory;

send query data to an external server based, at least in part, on a portion of the first news content is accessed by the client;

receive second news content from the external server based, at least in part, on the query data;

incorporate the second news content into the one or more news documents; and

permit, via the network, client access to the second news content.